Ryan Padraig Kelly Social

Bē

SOCIAL RESPONSIBILITY OF BUSINESS

Google
Linkedin
Spotify
Facebook
Instagram
Pinterest
Whatsapp

Social
MEDIA

in
Insta
WK
vine

SOCIAL MEDIA

You Tube
SOCIAL

SOCIAL MEDIA PLATFORMS

You Tube
g+

SOCIAL MEDIA ANALYSIS

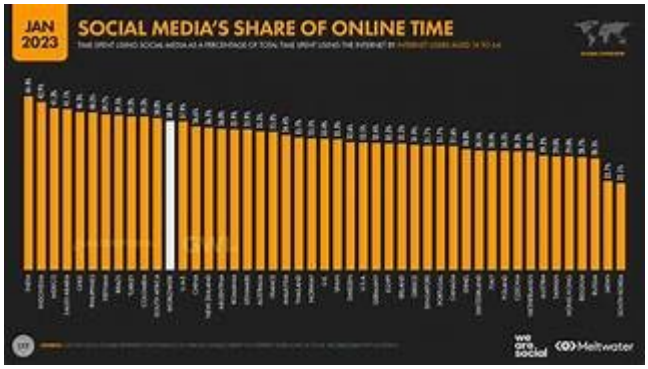
SOCIAL INFLUENCE
Social influence is the process by which individuals alter their thoughts, feelings, or behaviors as a result of their interactions with people in their social groups.
TYPES (KELMAN)
• Compliance: Being influenced by the group norm out of the desire to be liked.
• Identification: Being influenced by the group norm with the desire to fit in to your group's shared identity.
• Internalization: Being influenced by the belief that the collective wisdom of the group helps guide the way to the truth.
EXAMPLES
• Dressing formally: You adapt your clothing choices to suit professional norms.
• Laughing because everyone else is laughing: Even if you don't understand the joke, you laugh along to feel part of the group.
• Buying sneakers: You choose the sneaker brand because it is popular among your peers.
HELPFULPROFESSOR.COM

SOCIAL MEDIA STRATEGY
Research
• Policy
• Content Standards
• Records Management
Planning
• Purpose
• Audience
• Goals
• Platforms
Implementation
• Crisis Communication
• Voice & Tone
• Style Guide
• Standards & Compliance
• Content Curation
• Social Media Management
Evaluation
• Monitoring & Listening
• Filter Mapping
• Analytics & Course Correction

Servicio Social
Comunitario

SOCIAL MEDIA

SOCIAL
MEDIA


JAN
2023
SOCIAL MEDIA'S SHARE OF ONLINE TIME
we are social
Meltwater

SOCIAL CUES FOR SOCIALLY INEPT ADULTS

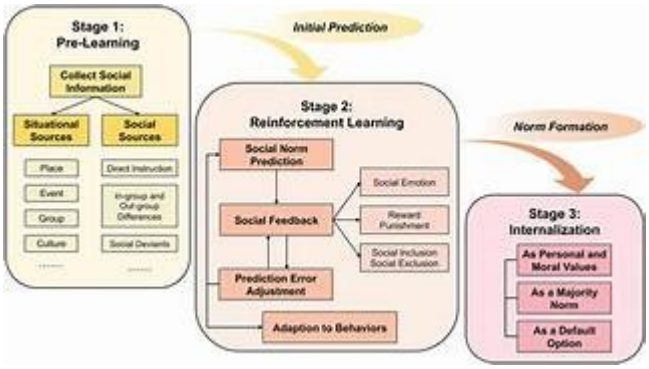
NEWS

SOCIAL
MEDIA

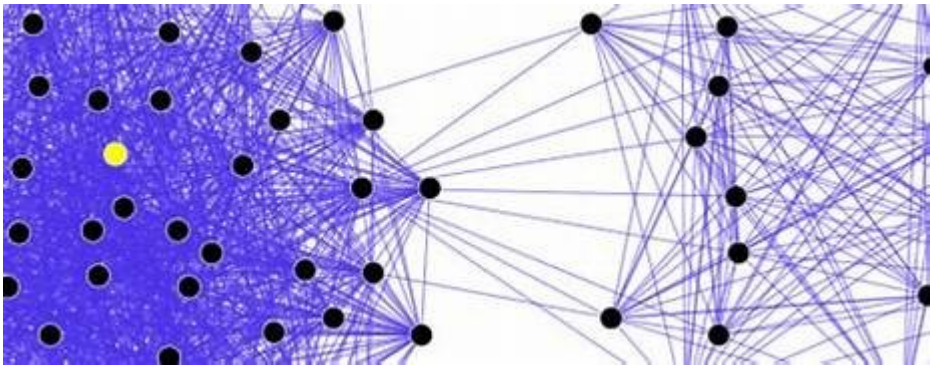
eSocial

Like

Social Media Marketing (SMM)
['sō-shəl 'mē-dē-ə 'mär-kə-tiŋ]
The practice and industry of marketing on social media.
Investopedia


Stage 1: Pre-Learning
Collect Social Information
Situational Sources
Social Sources
Place
Event
Group
Culture
Direct Instruction
In-group and Out-group Differences
Social Deviants
Initial Prediction
Stage 2: Reinforcement Learning
Social Norm Prediction
Social Feedback
Prediction Error Adjustment
Adaption to Behaviors
Social Emotion
Reward Punishment
Social Inclusion Social Exclusion
Norm Formation
Stage 3: Internalization
As Personal and Moral Values
As a Majority Norm
As a Default Option

TOP 10
Social Media Trends
That'll Help You Stay Relevant in 2023



LINE
Bē

Mockup

Top 10
social media
dos & don'ts
DO
DON'T

MARCA/
PRODUTO
COMUNIDADE
SOCIAL +
ENGAJAMENTO

SOCIAL
GOOD
BRASIL

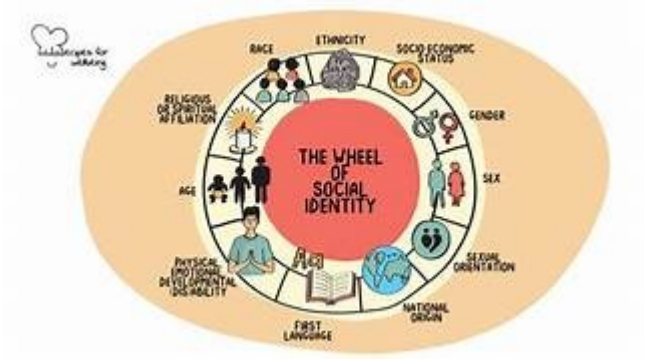
E-SOCIAL

#social status
#role tension
#rank
#social role
#role conflict
#position
#society
#behaviour
#responsibility
Volunteer campaign worker
Pianist
Wife
Vice-president for programming
Sister
Mother
Guest lecturer
Author
Priest
Server
Artisan
Warrior
King
Sage
Scholar
SITUATIONAL ROLES

eSocial

SOCIAL SECURITY
623-00-3209
KAREEM MOORE
SIGNATURE
USA

Google
LinkedIn
Spotify
Facebook
Instagram
Pinterest
Whatsapp


RACE
ETHNICITY
SOCIO ECONOMIC STATUS
GENDER
SEX
SEXUAL ORIENTATION
NATIONAL ORIGIN
FIRST LANGUAGE
PHYSICAL EMOTIONAL DEVELOPMENTAL DISABILITY
AGE
RELIGIOUS OR SPIRITUAL AFFILIATION
THE WHEEL OF SOCIAL IDENTITY

Emprendedores sociales: 8 casos de éxito que te inspirarán
1
2
3
4
5
6
7
8

RESOURCES

Social Norms to Influence Behaviour

A GUIDE TO UNDERSTANDING NUANCES IN SOCIAL NORMS INTERVENTIONS